

Abstract

- Title:** Marketing research of the perceived value of the sport brand Air Jordan.
- Objectives:** The main aim of the Bachelor thesis is using marketing research to determine how basketball players engaged in the highest Czech competition Kooperativa National Basketball League, perceive and know sports brand Air Jordan.
- Methods:** Method of work is marketing research, which is conducted by written inquiries.
- Results:** The results of the research are interpreted in the practical part of the thesis. The responses show that basketball players in Czech Republic know the brand, logo, country of origin and the first product of Air Jordan, with which the brand entered the market. On the other hand their knowledge is not so profound. Only a third of respondents is aware that the brand Air Jordan was separated from the parent company and operates independently. Air Jordan is seen as a mark of quality, innovation, precision and primarily as a basketball brand. Air Jordan occupies third place among sport brands behind Nike and Adidas. Basketball players have positive and loyal relations to the brand Air Jordan. Most of respondents would recommend Air Jordan to their friends. All survey results were used not only for rating but also to create a proposal how to use these results in the area of promotion the brand Air Jordan.
- Keywords:** brand, perceived value, marketing research, Air Jordan